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**asos.com launches July/August trends**

*New Equators End, Surreal Life and Unplugged collections on site now*

**/24-7PressRelease/** - London, UK, July 10, 2008 - Fashion e-tailer, asos.com showcases 3 womenswear fashion-led trends for July and August, all mixing distinct silhouettes with vibrant colour and striking prints.

"Equators End" unveils '70s safari glamour, taking inspiration from Northern Africa and Savannah wildlife to create a sultry summer look with an exaggerated colour palette and unique print motifs. The look is a real retro take on tribal decoration with embellishment reining strong.

"Surreal Life" is the main going-out story for high summer evenings. Details are extravagant, colours vivid, and pattern is inspired by oversized illustrations. Ruffle duchess satin prom dresses make for a statement look and are perfect, teamed with tailored blazer with jewelled brooch.

Taking influences from the late 1960s, the final trend, "Unplugged", is inspired by a revival of folk music and hippie utopia. Fabrics are tactile with handcrafted elements coming to the fore in floral folk vintage scarves and oversized crochet berets.

<http://www.asos.com/Women/Shop-By-Trend/Cat/pgehtml.aspx?cid=1920>

Matt Setchell, Creative Director of asos who directed the July/August campaign shoot commented, "The inspiration behind the July/August trend campaign plays with the overall theme of colour and light, fusing rich kaleidoscopic projections with a simple set of coloured blocks and cubes to give a more graphic edge."

The new season trends launched on asos.com on Friday 4th July.

**About asos.com**

asos.com is the UK's largest online fashion and beauty store, attracting over one million visitors a week. With over 9,000 products available and 500 new lines added each week, asos.com is the online shopping destination. Since launching in June 2000, asos.com has won numerous awards including 'Retail Week Online Retailer of the Year' 2007 & 2008, 'Cosmopolitan Retailer of the Year 2008' and 'In Style Best Online Shop 2008'.